



# 2016 Maritime Summit

## Working Waterfront Awareness Project

November 15, 2016



## Agenda

- ▶ **Mayor's Welcome**
- ▶ **Secretary Belton, DNR**
- ▶ **Hollis Minor, Economic Dev Director**
- ▶ **Access Annapolis Toolkit**
- ▶ **Attracting Customers via VAAAC**
- ▶ **Q & A**
- ▶ **Networking**

## A Foundation of Research

- ▶ **Survey**
- ▶ **Stakeholder engagement**
- ▶ **Listening sessions**
- ▶ **Comparative analysis**
- ▶ **Feedback loop**

# Marketing Vision + Direction

## Annapolis is Unique

- ✓ Maritime
- ✓ Everything for your boat
- ✓ Historic, beautiful location

Common factor: “core truths” consistent  
Challenge: diversity of maritime businesses



# Messaging Foundation + Structure



## **Messaging Characteristics**

**Waterfront! (it defines Annapolis)**

**Historic**

**Boating, sailing, yachting**

**Beautiful, scenic location**

**Maritime ambience**

**Has it all, everything for your boat in one place**

**Community, family, fun, diverse**

**Romantic, friendly**

**In-demand skills, maritime lifestyle**

# Target Audiences

## Primary



## Secondary



## Tertiary





## Access Annapolis



### Access Historic Hospitality

- Everything for your boat & historic sites.



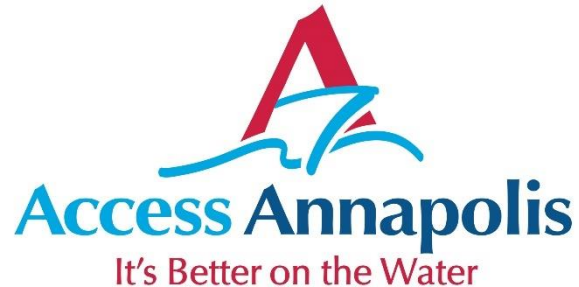
### Access Family Fun

- Connecting & creating authentic memories.



### Access A Rewarding Career

- In-demand skills. Maritime lifestyle



## The Marketing Toolkit


- ✓ Logo files in standard formats for print/digital
- ✓ Logo guidelines
- ✓ Digital + print ad templates
- ✓ Rack card design

## The Marketing Toolkit

- ✓ **Banner stand template**
- ✓ **Brand checklist** *Tell your maritime story.*
- ✓ **Press release template**
- ✓ **High level action plan**

# Logo Guidelines

How to use the different  
file formats + accepted  
brand colors.




Access Annapolis  
It's Better on the Water

LOGO GUIDELINES

### Logo Usage

The Access Annapolis logo should never be stretched or squeezed and should always be scaled proportionately. The tagline, "It's Better on the Water" should always appear with the logo as show in this document.

Format	Description/Where to use:
.eps	Vector art, used for printing, signs, specialty items, T-shirt printing
.jpg	Internal documents, websites, social media, emails
.png	Png files have no background and are used for web and video
.tif	CMYK or full color file used for full color printing (ie: glossy magazines)



Access Annapolis  
It's Better on the Water


**Provided files:**  
AccessAnnapolisSpot.eps  
AccessAnnapolisCMYK.eps  
AccessAnnapolisBW.pdf  
AccessAnnapolisRGB.png  
AccessAnnapolisRGB.jpg



Access Annapolis  
It's Better on the Water

The black and white version of the Access Annapolis logo will primarily be used for newspaper advertising.


AccessAnnapolisBW.eps  
AccessAnnapolisBW.png  
AccessAnnapolisBW.jpg



An all white version of the Access Annapolis logo has been provided for when the logo needs to appear on a black or solid color background.

AccessAnnapolis.eps  
AccessAnnapolis.png

### Logo Color Scheme:



Red Pantone 1935 c  
CMYK: 0 100 57 5  
RGB: 206 31 65  
HEX: # c61141



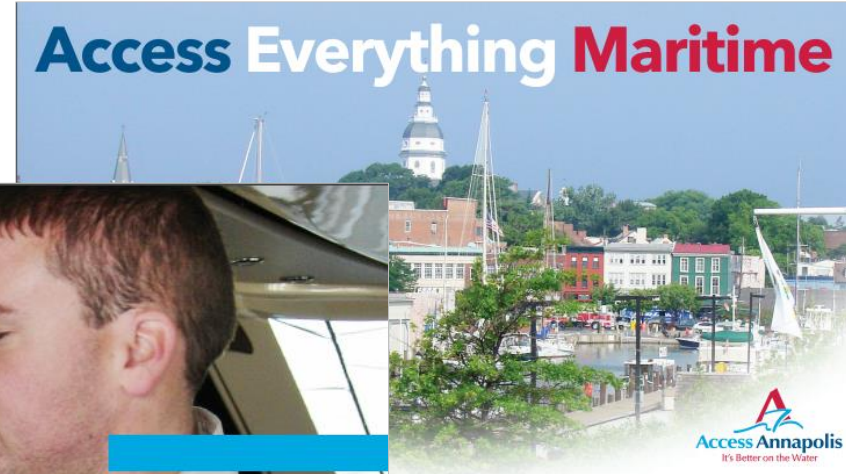
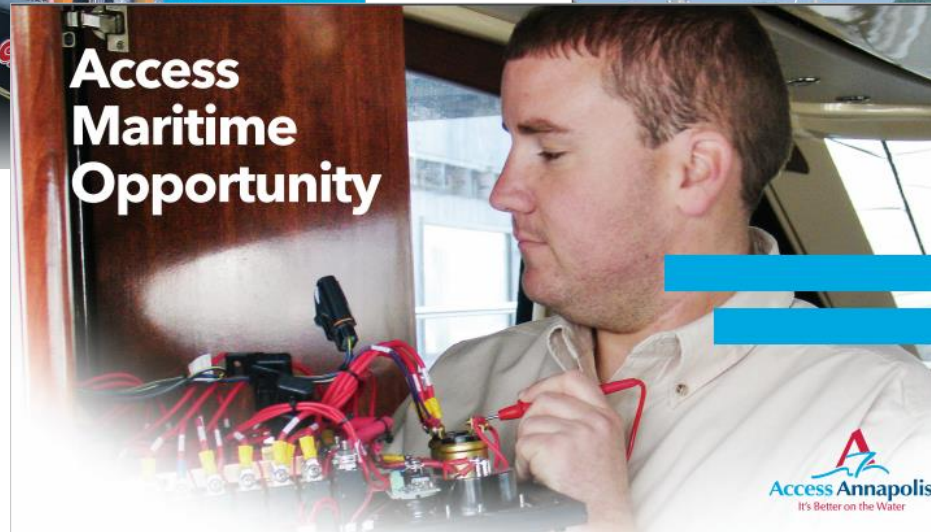
Light Blue Pantone 2995  
CMYK: 90 11 0 0  
RGB: 0 167 225  
HEX: # 00a7e1



Dark Blue Pantone 7462  
CMYK: 100 50 0 10  
RGB: 8 85 140  
HEX: # 08558c

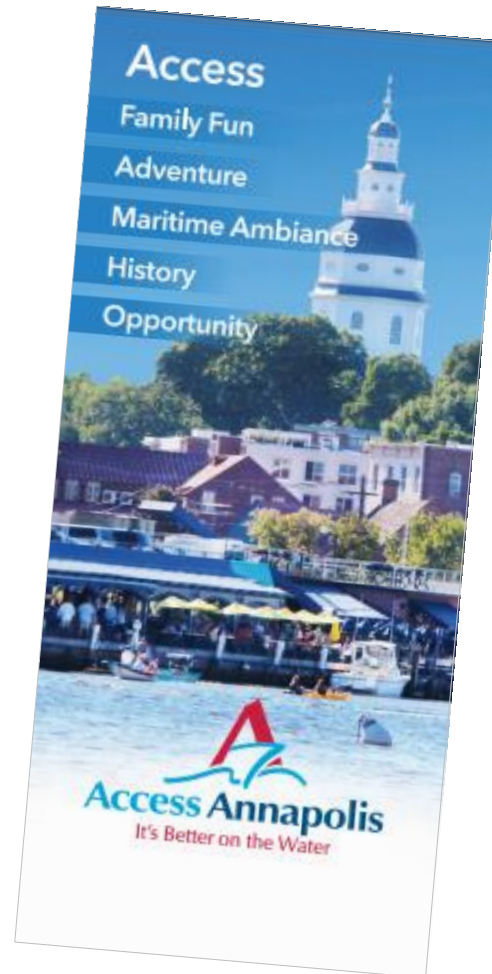
# Print Ad Templates

You'll have space to  
personalize each piece for  
your business.



# Rack Card Template

The bottom and the back  
are open for  
personalization on this  
4x9" rack card.



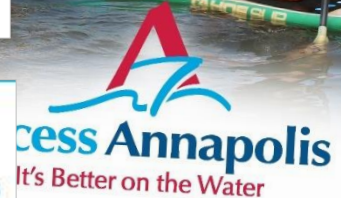


# Digital Templates

Several standard digital sizes are provided.



Stakeholder  
Logo/Info



# Branding Checklist

A consistent brand may result in more effective marketing and lower overall costs.



This checklist will help keep your brand on target and ensure consistency. Provide copies to those who work with your brand, so they keep your brand vital.

1. Does this marketing reach or address the target market(s)?

- > Primary \_\_\_\_\_
- > Secondary \_\_\_\_\_
- > Tertiary \_\_\_\_\_

2. Are the brand platform "rules" followed?

- > Color palette \_\_\_\_\_
- > Fonts \_\_\_\_\_
- > Photography \_\_\_\_\_
- > Graphic style \_\_\_\_\_
- > Tone \_\_\_\_\_
- > Core message(s) \_\_\_\_\_
- > \_\_\_\_\_

3. Reviewed for typos \_\_\_\_ Yes \_\_\_\_ No

4. Task fit the overall strategy? \_\_\_\_ Yes \_\_\_\_ No, Impact analyzed? \_\_\_\_

5. Is it in the budget? \_\_\_\_ Yes \_\_\_\_ No

a. If not, where will the funds come from? \_\_\_\_\_

6. Other notes

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# High Level Action Plan



For example...



## The Marketing Toolkit

Go to [www.accessannapolis.com](http://www.accessannapolis.com) to find the  
Marketing Toolkit + copies of today's  
presentations

## Next Up...

- ✓ **Welcome Frank DiVenti, VAAAC**
- ✓ **Q & A**
- ✓ **Networking**